

<p><b>ADVANCED TECHNIQUES</b></p> <p>#1. Before any response - pause and think - about your answer. Pauses will not appear in print; on camera, they'll be edited out.</p> <p>State your position or feelings up front; it will keep your mind oriented during the interview.</p> <p>Project energy and confidence - use open, friendly body language.</p> <p>Journalists are looking for great quotes, prepare two good quotes and use them.</p> <p>Provide interesting examples or measures of success.</p> <p>Have three or four simple messages... and drive your messages throughout. Use them to summarize at the end.</p> <p>Stick out your hand, say, 'Thank you', and leave. Just because you think the interview stopped... don't assume the journalist has.</p>	<p><b>TECHNIQUE - BRIDGING</b></p> <p>Journalists are generally asking for either the status of an event or the human side of a story (how it has effected someone).</p> <p>Answer the reporter's questions with their needs and <b>your messages</b> in mind. Politely agree or disagree with the journalist's statement.</p> <p><b>'Bridge to your message using a verbal bridge, such as:</b></p> <p>"...let's look at it from a broader perspective..."</p> <p>"... there's another consideration..."</p> <p>"... keep in mind the real success here..."</p> <p><b>... and state your message or example.</b></p> <p><b>Deliver an interesting 'soundbite', a 5-10 second comment telling the 'Army Story'.</b></p>	<p><b>PROFESSIONALISM</b></p> <p>You set an example. Your comments will be viewed by many as representative of the Army and your unit.</p> <p>Consider everything you say to journalists as, "For The Record".</p> <p>As a representative of the Army and your unit, your integrity, credibility and trust must never come into question.</p> <p>Be honest. There's nothing wrong with saying, "I don't know." Or, "I can't discuss that." Less than truthful answers will only heighten a reporter's curiosity and interest. <i>If you have questions, contact your Public Affairs Representative.</i></p> <p>Generally, if you treat media fairly and with respect, they will treat you in the same way.</p>	<p><b>US ARMY PUBLIC AFFAIRS OFFICE</b></p>  <p><b>POCKET GUIDE TO MEDIA ON THE BATTLEFIELD</b></p> <p><b>Situation:</b> You and your section are approached by civilians saying, "Hi, we're with the press; 'Can we ask you a few questions?'"</p> <p><b>Your mission: 'Tell the Army's Story'</b></p>
<p><b>JOURNALISM</b> is a business which serves a vital role in keeping the public informed. An important factor in military operations, media has a significant effect, influencing world opinion and national policy.</p> <p>As with any group, there are good and bad. Most are responsible professionals trying to gather the facts, impressions, and human interest of a story. All are very competitive, and 'timeliness' in news gathering is critical to their success.</p> <p>Know the type of media you're dealing with; <b>print media</b>, can explore an issue in-depth; <b>photographers</b>, want powerful, story-telling images; <b>electronic media</b> (radio and television) limited by 'air time'</p>	<p><b>OPERATIONAL SECURITY</b></p> <p>Our #1 risk comes from divulging information that may provide tactical or operational intelligence value to an enemy.</p> <p>If you are not sure if a topic is classified or sensitive, don't talk about it. If you accidentally say something classified, ask the reporter not to use it and explain why. Also, report it through the chain of command.</p> <p>Media will usually be 'credentialed' and have an issued media 'access' badge. If they do not, refuse access or comment; alert your chain of command and Public Affairs Officer of their presence.</p>	<p><b>TIPS FOR SUCCESS</b></p> <p>A journalist's job is to ask questions - you manage the answers.</p> <p>Remain in control of the interview; control your answers, your emotions and the amount of time you give to an interview.</p> <p>Speak at your level of expertise.</p> <p>Keep your comments brief and to the point.</p> <p>Print reporters will take notes; slow down, let them write - <i>use the brief pauses to think.</i></p> <p>One technique for journalists is to vary the questioning; 'hard - soft - soft - hard...'</p> <p>Another is to 'challenge' you and look for an emotional or heated response.</p>	<p><b>MORE TIPS FOR SUCCESS</b></p> <p>Take a few slow, deep breaths before you start; it increases oxygen to the brain.</p> <p>Think positive; "I'm going to have an interesting talk about the value of my job to the Army and Big Red One team."</p> <p>Before the interview, think about positive messages to deliver; 'There are always risks... but we're well trained and ready for anything.'</p> <p>Speak at a slow, conversational pace.</p> <p>Avoid acronyms, or explain what they mean.</p> <p>Think of positive examples or anecdotes to share with family and friends back home.</p>
<p>powerful, story-telling images; <b>electronic media</b> (radio and television) limited by 'air time'</p>	<p>Ask the local PAO for copies of approved media badges. Be</p>	<p>When presented with multiple</p>	<p>Relax and smile, you'll look</p>